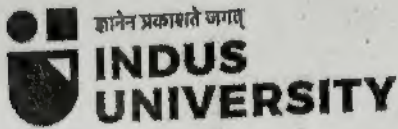


Enrollment No: IU2181810242

INDUS UNIVERSITY
IITE/SHLS/IICT/IIMS
Constituent Institutes of Indus University

Semester: <u>III</u>	Branch: UG	Program: IMBA(5y)
END SEMESTER EXAMINATION – November 2022		
Subject Code: BB0307	Subject Name: Advertising Practices	
Date: 24-11-2022	Time: 9:30 am to 12:30 pm	
Day: Thursday	Total Marks: 100	

Instructions:

1. Attempt all questions
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicates full marks

Q.1	A	Discuss the various criteria or bases for market segmentation	10
	B	Explain the criteria for Effective segmentation	10
Q.2	A	Discuss the factors influencing consumer behavior	10
	B	Explain the marketing mix strategy	10
Q.3	A	Explain the AIDA model with an example	10
	B	Explain the research process	10
Q.4	A	Explain any four methods of setting media budget	10
	B	Explain the various audience measurement techniques	10
Q.5		Any Four (05*4=20)	20
	A	Discuss the five traits of a creative mind	05
	B	Elaborate five characteristics of a brainstorming session	05
	C	Discuss five techniques to boost creativity	05
	D	Elaborate the process of making a TV commercial	05
	E	Discuss three tips for optimizing a website for search engine	05
	F	Elaborate the steps and Principles of Banner Design	05